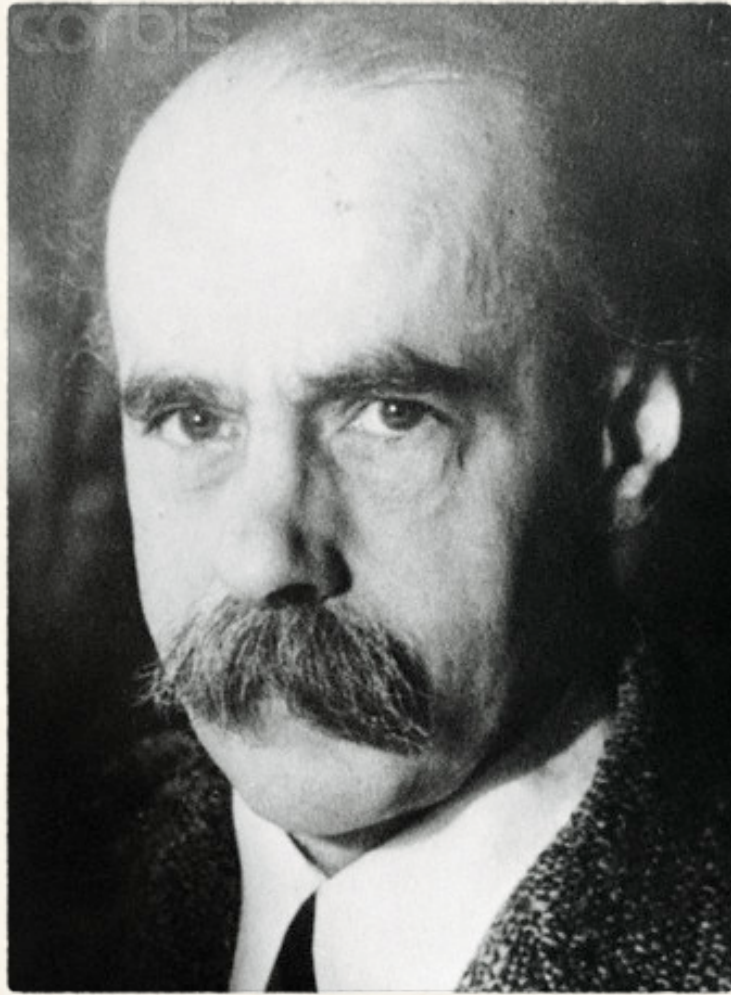
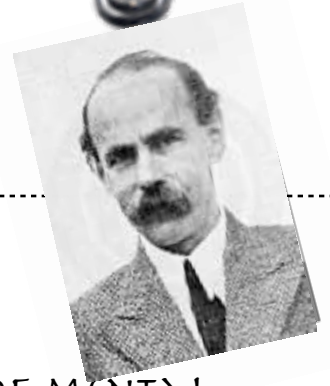


MAX WERTHEIMER



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GESTALT PSYCHOLOGY

- BORN: APRIL 15, 1880
- DIED: OCTOBER 12, 1943
 - FROM CORONARY EMBOLISM
- OCCUPATION: PSYCHOLOGIST
- GOAL: TO DESCRIBE ORGANIZATION OF MENTAL PROCESSES
- METHODS: OBSERVATIONS OF SENSORY AND PERCEPTUAL PHENOMENA
 - SAID CONSCIOUSNESS SHOULD BE STUDIED AS A WHOLE, NOT PIECE BY PIECE
 - BELIEVED TRUTH WAS DECIDED BY ENTIRE EXPERIENCE, INSTEAD OF INDIVIDUAL SENSATIONS/ PERCEPTIONS
 - SOLVING PROBLEMS BY BLIND OBEDIENCE TO RULED PREVENTS UNDERSTANDING
 - EXPERIMENTED ON VISUAL PERCEPTION WITH GROUPINGS
 - IF PAIR OF LIGHTS GO OFF, WE INSTEAD SEE ONE LIGHT "JUMPING" BACK AND FORTH -PHI PHENOMENON
- WENT AGAINST STRUCTURALIST SCHOOL OF THOUGHT (BROKE DOWN CONSCIOUSNESS INTO SMALL PARTS)
- CO-CREATED GESTALT WITH WOLFGANG KOHLER AND KURT KOFFKA
- BOOK "PRODUCTIVE THINKING"

"The whole (of conscious experience) is greater than the sum of its parts"